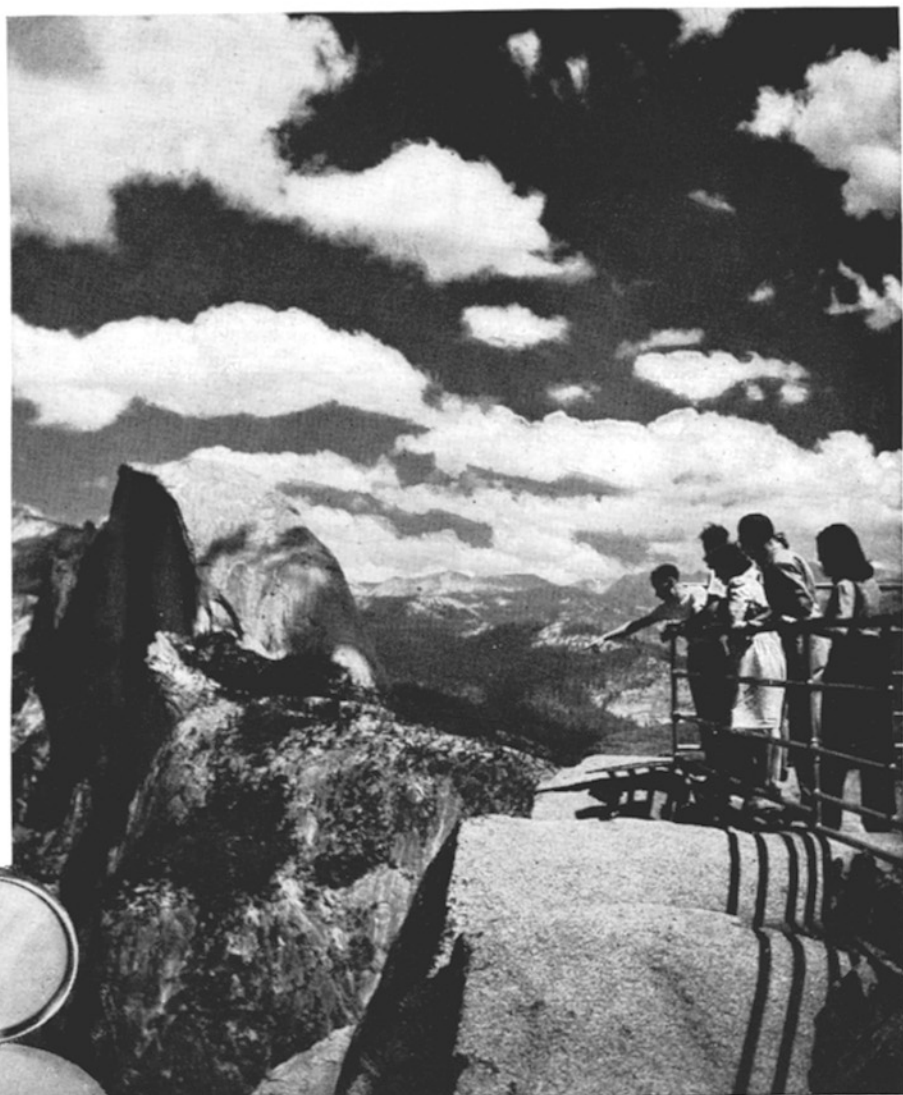


Filters make the difference!



Honorable Mention—Photo taken by J. E. Armstrong, A.P.S.A. for March Argus Filter Photo Contest. Medium Yellow Filter; Super XX film; 1/50 at f.16.

Argus Optical Glass Filters mean Better Pictures

Ground and polished to the same degree of high accuracy as a fine camera lens, Argus filters avoid the troubles inherent in ordinary filters. Neither time, temperature, moisture, nor strong sunlight will affect an Argus optical glass filter. They're UNIFORM. They're PERMANENT. Fit all popular makes and sizes of cameras.



WITHOUT FILTER • • • • WITH ARGUS GREEN FILTER

When you use Panchromatic film, Argus Green Filter is ideal for nearby landscapes, garden and flower scenes. Where there is a predominance of green foliage, detail is improved. Filter lightens the foliage to help produce truer tones for a better picture.

August, 1948

... and there's certainly a difference in Filters!

The moment you put a filter on your camera it becomes part of your lens. For best results, therefore, your filter must supplement the lens not limit it. That's why particular amateurs use an Argus *optical glass filter*—a perfect teammate for your *optical glass lens*. It is one way you can be sure that there is nothing between your lens and your subject to detract from your finished print. Before you take another filtered photo—or one that a filter would help—drop in at your favorite Argus Dealer's for a look at his complete Argus filter line.



ARGUS, INC., ANN ARBOR, MICH.

FINE CAMERAS, PHOTOGRAPHIC PRODUCTS
AND PRECISION OPTICAL INSTRUMENTS